

Skin Sense

facts from the experts

Getting Personal Skincare Benefits at Home

(NAPSA)—One of the hottest new trends in skincare may help women put their best face forward while keeping their budget on track: at-home facial peels.

For a growing number of women, at-home peels are an effective, yet inexpensive way to get the benefits of a dermatological treatment in their own bathroom. In fact, the Freedonia Group reports that sales of appearance-enhancing at-home treatment products will reach \$2.5 billion by 2007. Considering that 85 percent of women say they would not undergo cosmetic procedures, the at-home trend does not surprise some dermatologists.

"Many of my patients are asking what they can do themselves at home and thankfully there are some new products on the market that are effective and easy to use," explains New York City dermatologist Dr. Gervaise Gerstner. Dr. Gerstner says that like their medical counterparts, at-home peels smooth the appearance of fine lines, help even skin tone and, when used correctly, can be gentle and nonabrasive.

People can find at-home kits such as the Resurfacing Facial



At-home peels have become the latest trend in beauty.

Peel Kit from RoC® for less than \$25. It has two, user-friendly steps: a peel that self-neutralizes for maximum efficacy and a post-peel nourisher to deeply moisturize. Such peels have also become a popular way for women who do undergo in-office procedures to maintain their look.

"If you opt for one of these procedures under the supervision of your dermatologist and then use an at-home peel, it will help you maintain the benefits until your next appointment," says Dr. Gerstner.

For more information, visit www.rocskincare.com.